



Philips  
widescreen TV with Digital  
Crystal Clear

28"

100Hz digital scan

28PW8720



## Turn up your viewing experience with Digital Crystal Clear

This Widescreen TV uses 100Hz Digital Scan and Digital Crystal Clear technology to optimize picture contrast, color and sharpness. Virtual Dolby Surround Sound adds an extra dimension to the viewing experience.

### **Vivid, natural and razor sharp images**

- Real Flat picture tube technology brings you lifelike images
- Digital Crystal Clear provides vivid cinema-like images
- 100Hz Digital Scan produces a stable, more relaxing picture
- Active Control optimizes picture quality whatever the source

### **Superb sound reproduction**

- Virtual Dolby Surround for a cinema-like audio experience

### **One touch convenience**

- Text Dualscreen to view teletext and TV simultaneously.
- Twin page teletext allows simultaneous viewing of two pages
- 1200 page Smart Text

**PHILIPS**  
sense and simplicity

# Specifications

## Picture/Display

- Aspect ratio: 16:9
- Diagonal screen size: 28 inch / 70 cm
- Visible diagonal screen size: 66 cm
- Display screen type: Real Flat picture tube
- Picture enhancement: Progressive Scan, Active Control, Dynamic Noise Reduction, Digital Crystal Clear
- Screen enhancement: Anti-Reflection
- Picture processing: 100 Hz Digital Scan

## Sound

- Sound Enhancement: Digital Sound Processing
- Sound System: Nicam Stereo, Virtual Dolby Surround
- Output power (RMS): 2 x 10W
- Music Power: 40 W

## Loudspeakers

- Built-in speakers: 2

## Convenience

- Ease of Installation: Automatic Channel Install(ACI), Automatic Tuning System (ATS), Autostore, Fine Tuning, PLL Digital Tuning, Plug & Play, Sorting
- Ease of Use: Auto Volume Leveller (AVL), Smart Picture, Smart Sound, Graphical User Interface
- Remote control type: RCAE04\_SA
- Teletext: 1200 page Easytext
- Teletext enhancements: 4 favourite pages, Program information Line
- Screen Format Adjustments: Continuous Zoom, Subtitle and Heading Shift, Superwide, Widescreen,

- Zoom 14:9, Zoom 16:9, 4:3 expand, Subtitle Zoom, Auto Format, 6 Widescreen Modes, 4:3, Widescreen Signalling Bit
- Clock: Sleep Timer, Smart Clock

## Tuner/Reception/Transmission

- Tuner bands: Hyperband, S-Channel, UHF, VHF
- Video Playback: NTSC
- Aerial Input: 75 ohm coaxial (IEC75)
- Number of Preset Channels: 100
- TV system: PAL I, PAL B/G, PAL D/K, SECAM B/G, SECAM D/K, SECAM L/L'

## Connectivity

- Number of Scarts: 2
- Ext 1 Scart: CVBS in/out, RGB
- Ext 2 Scart: CVBS in/out, S-video in
- Front / Side connections: Audio L/R in, Headphone out, S-video in, Video in
- Headphone: 3.5 mm
- Other connections: Stereo constant level out

## Power

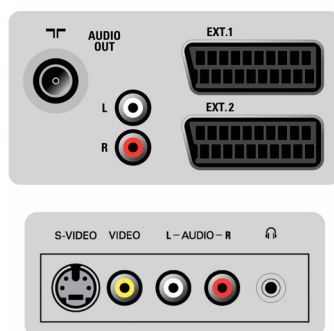
- Power consumption: 100 W
- Standby power consumption: <1w
- Mains power: AC 220 - 240 V +/- 10%

## Dimensions

- Product weight: 37 kg
- Weight incl. Packaging: 44 kg
- Color cabinet: Silver Frost (11027)
- Box dimensions (W x H x D): 852 x 616 x 608 mm
- Set dimensions (W x H x D): 764 x 499 x 487 mm



| Stereo system |          |        |         |           | Transmission system |         |       |          |          |           |
|---------------|----------|--------|---------|-----------|---------------------|---------|-------|----------|----------|-----------|
| 2CS DK        | NICAM DK | 2CS BG | NICAM I | NICAM LL' | PAL BG              | PAL D/K | PAL I | SECAM BG | SECAM DK | SECAM LL' |
| •             | •        | •      | •       | •         | •                   | •       | •     | •        | •        | •         |



# Highlights

## Real Flat picture tube

The flatter tube provides a wider viewing angle while minimizing reflections for the best picture possible.

## Digital Crystal Clear

Digital Crystal Clear is a package of picture innovations that digitally adjusts and optimizes picture quality to optimal contrast, color and sharpness levels. It's like watching vivid cinema-like images.

## 100Hz Digital Scan

A conventional TV shows a picture by scanning 50 times per second (50Hz). This frequency can be detected by the human eye in the form of a flickering picture. 100Hz sets show a picture by scanning 100 times per second eliminating the field flickering. Philips' digital scan doubles the rate of line flicker, making it undetectable. The result is a more stable picture that is relaxing for your eye.

## Active Control

Active Control ensure that noise and sharpness improvements are continuously made at a rate of 60 times per second. By continually adjusting picture setting over 3,000 times per minute, Active Control Plus ensures that the viewing experience is optimized.

## Virtual Dolby Surround

Virtual Dolby Surround is a processing technology for enhancing surround sound effects. It will create the sensation of Dolby Pro Logic without the necessity of additional rear speakers. You become totally immersed in your television experience.

## Video and teletext dual screen

Video and teletext dual screen provides you with the capability to show video and teletext pages from the same channel side by side on one screen.

## Twin page teletext

Twin page teletext allows you to simultaneously view two teletext pages side by side

## 1200 page Smart Text

The teletext is a common system transmitted by most broadcasters. 1200 page smart text gives you fast access to information when changing pages.



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